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Influence of Human Capital on the Development of Tourism Industry

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Abstract:

Human capital is the main economic resource that increases the country's GDP, which has become the main productive and social factor in the development of the economy and is a major supplier of knowledge in achieving sustainability and competitiveness in the world market. It is not only about generating knowledge, but also about the opportunities that the industry has in integrating this new knowledge into its products, services and processes and disseminating it to people through education, training and information. The importance of the knowledge, competencies and skills of workers is increasing due to the specific characteristics of the product and services offered by the tourism sector. The aim of the study is to analyze the main indicators of the tourism industry, which consider the capabilities of human capital as a key factor in determining competitiveness. While human capital is not always emphasized when assessing competitiveness in the tourism industry, human capital capacity is a key factor. In many countries, the competitiveness of human capital in tourism is lower than desired, providing opportunities for additional investment in competitiveness through education and better labor market practices.

Keywords: management; human resources; competitiveness; staffing; human capital; tourism; tourism services.

JEL Classification: O31, Z32.

Introduction

One of the priorities of the institutional and structural reforms implemented by Kazakhstan during the years of its independence is the formation of systemic conditions for the development and growth of the country's human capital. The issue of human capital development has always been in the focus of both conceptual documents that determine the strategy for the development of the state and society, and real actions taken by the country's political leadership. Investments in human capital are the most profitable investments of the state. With Kazakhstan preparing for a more advanced technological and digital future, the country has the opportunity to equip its youth with health, knowledge and skills that will enable them and their country to succeed. The Human Capital Index is a very useful tool to compare Kazakhstan and see what else needs to be done.

Human capital is the most significant resource of society, which characterizes the pace of economic development and scientific and technological progress.

The growing importance of human capital as a driving factor in economic development led to the emergence of the concept of sustainable development, in which the formation of a strategy for human capital management becomes one of the key development factors.

Over the past decades, tourism has become one of the most important economic activities, with a notable presence in terms of economic growth (measured in terms of GDP), employment and balance of payments. In recent years, the number of tourists and income generated from the expenses of non-resident tourists has grown continuously, reaching record levels (Cobo-Soler, Fernandez-Alcantud, Lopez-Morales, Santamaria-Garcia, 2018).

1. Literature Review

Human capital as a major provider of knowledge is becoming the main factor in achieving sustainability and competitiveness in the global market. It is not only about generating knowledge, but also about the opportunities that the industry has in integrating this new knowledge into its products, services and processes and disseminating it to people through education, training and information. The importance of the knowledge, competencies and skills of workers is increasing due to the specific characteristics of the product and services offered by the tourism sector.

This is evidenced by the findings of Kasa M., Kho J., Yong D., Hussain K. and Lau P. (2020), which emphasize the importance of education in promoting competent skilled human capital.

Development trends and the introduction of intelligent destinations and tourism services, robotics and other digital advances are currently accelerating, which requires rethinking and re-shaping the goals, use and means of such technological advances that largely determine the transformation of society and the economy (Sigala 2020).

Currently, human capital is part of the growth of the economy, as it is the engine of each of the industries and firms. A human-made product or service is the most important ring in the manufacturing process. Tourism as an industry has emerged in recent decades as the most important factor in economic growth (Bourouaha, Bouredja, Baha-Eddine, 2017).

Tourism is one of the most promising and fastest growing sectors of the world economy, plays an important role in providing employment for human resources, creating new jobs, thereby solving social problems of society. The specificity of tourism is associated with the fact that there is a constant relationship between producers and consumers, while this requires improving the quality of tourism services provided, improving the qualifications of personnel and conducting trainings for them.

According to Leyla Hajiyeva, VusalaTeymurova (2019), the quality of travel services depends on the personal and professional qualities of the staff. Consequently, it can be noted that it is necessary to make sustainable investments in the development of human capital to achieve the strategic goals of tourism institutions and the preparation of competitive tourism offers.

The positive impact of tourism on the country's economy is reflected in the works of Frechtling D. (2020), Ilic I., Nikolic A. (2018).

According to Pirozhenko N. (2018), tourism plays an exceptional role in shaping GDP, providing employment and enhancing the foreign trade balance in many countries. In recent years, tourism has been developing dynamically and is an innovative area.

The use of modern information and communication technologies has expanded the geography of tourism and stimulated its development (Ilic, Nicolic, 2018).

Tourism has a strong impact on the economy of the region (country) - the tourism services sector provides new employment opportunities and stimulates the development of tourism, and the tourism services sector

provides new jobs and acts as a catalyst for the development of the national economy, as well as as a multiplier of national income growth, employment development and infrastructure and improving the living standards of the local population.

In modern conditions, the development of the tourism sector, as a source of sustainable development of the state economy, is gaining priority development. The tourism industry, according to Shchipanova D.G., Burkaltseva D.D., Osmanova E.U., Yanovskaya A.A. (2017), has a huge impact on the economy of the region, being a locomotive for the development of many other economic sectors and providing non-resource budget revenues.

The spread of tourism is becoming a stimulating factor for the development of the tourism services sector: the contribution of the tourism industry to the budget is growing, the number of people employed in the tourism sector is growing. According to research by Hjalager Anne-Mette (2018), an increase in investment in the tourism sector leads to the creation of tourism facilities and the development of tourism infrastructure, and increases the attractiveness of the national tourism services sector. This stimulates the growth of domestic and inbound tourist flows and provides an increase in the socio-economic development of the country. The socio-economic growth of the studied industry as a whole is facilitated by institutional support, developed state legal regulation in the field of tourism, interaction of public-private partnerships, staffing, diversification of tourism products through the development of various types of tourism, thereby eliminating the reason for the seasonality of the functioning of tourism enterprises and increasing income.

The analysis of the works of foreign and domestic scientists allows us to talk about the complex mechanism of the role and influence of tourism on the development of the economy at all levels of the economic system and the country's national economy as a whole. Its essence is as follows: a gradual increase in the socio-economic standard of living of the country's population increases its needs for rest and leisure, which increases domestic and outbound tourist flows.

Innovation in the tourism and hospitality sector is a prerequisite for competitiveness and survival. Leadership and the quality of human capital (Pérez 2020) play a key role in promoting (or hindering) innovation.

Researchers have repeatedly emphasized the relationship between firm performance and human performance capital, the dependence of economic growth on the development of human capital (Pelinescu 2017).

Rahim *et al.* (2017) measured the performance of human capital (in the Malaysian tech industry) and provided some empirical data useful for businesses and government regulators.

Tran N.P., Vo D.H. (2020) went even further and analyzed the performance of firms in various sectors of the economy to confirm that the effectiveness of human capital has a positive effect on these sectors and affects the firm and its financial performance. At the same time, the management mechanism for the formation of human capital and the effectiveness of investments in this asset must be constantly monitored and evaluated by the company's management (Gadzhiev *et al.* 2020).

In general, the country's sustainable growth is directly correlated with the quality of human capital. At the same time, the quality of the country's institutional environment directly affects the level of human development (Stryzhak 2019).

Many scientists in their research focus on the competencies, skills and abilities of the workforce in the context of Industry 4.0 and the challenges it brings to business (Frey, Osborne 2017; Flores *et al.* 2020; Stachová *et al.* 2019).

In this regard, the development and education of the younger generation comes to the fore, becoming one of the aspects of the company's social responsibility (Scavarda *et al.* 2019). The nurturing, management and retention of talent is also vital and must be studied from both theoretical and practical points of view (Whysall *et al.* 2019).

Features of the principles of personnel management in developed countries and the possibility of application in Kazakhstan are reflected in the works of Kamysbaev M.K., Omarbakiev L.A., Yeralina E.M. (2020).

The development and training of personnel is the most important of the strategic functions of personnel management, which is aimed at creating a high level of human potential in the light of existing and future internal and external changes. The development of professional skills and personal qualities of personnel is one of the most important conditions for increasing and maintaining competitiveness, contributes to the growth of skills and abilities of personnel required in the external labor market (Voronkina 2020).

The development of tourism in Kazakhstan, the increasing role of the consumer in the formation of demand for specific services, both in terms of quantity and quality, objectively put forward new requirements. Research in the field of tourism shows that almost all spheres of life and all sectors of the economy are faced with new challenges of change and modification in the context of the global development trend. Tourism in Kazakhstan

is no exception. In these conditions, as a response to the challenges facing the world today in this area, it is important to note the concept of tourism development in Kazakhstan.

The creation of a modern competitive tourist product can make a significant contribution to the development of the country's economy through tax revenues to the budget, the inflow of foreign exchange, an increase in the number of jobs, as well as ensuring control over the preservation and rational use of cultural and natural heritage. All this will contribute to the achievement of the main goal - by 2050 to create a welfare society based on a strong state, a developed economy and 13 opportunities for universal labor and become one of the 30 most developed countries in the world.

The main task today is the need to study the problems and challenges in the field of tourism development, which will contribute to the development of other related industries in the Republic of Kazakhstan. The development and solution of the problems of the tourism industry itself will undoubtedly lead to an increase in the opportunities of this market and the demand for services and, as a result, will affect the development of economic indicators in Kazakhstan.

In addition to the economic effect, tourism also plays a significant social role, which is expressed in the rational use of free time, filling it with activities that are aimed at the renewal and expanded reproduction of the physical and spiritual forces of a person. The development of tourism increases the orientation of the economy to the human needs of people.

Tourism also plays an important role in the upbringing of the younger generation:

- expanding the scope of his knowledge and interests;
- formation of aesthetic tastes;
- attitude towards society and the environment.

In economic theory, there are three main approaches to solving the problem of measuring human capital:

- 1) Indicative, based on the natural characteristics of human capital, which includes the following indicators:
 - the level of literacy of the population;
 - the average number of years of study per person;
 - the proportion of employees with different levels of education;
- 2) Points assessments of the quality of knowledge of students according to the results of international tests.
- 3) Value based on taking into account the growth of an individual's income with the growth of human capital.

Ultimately, human capital is determined by the physical health of a person and the share of world, national, corporate cultural capital assimilated by a person in the process of socialization, training, work, professional development (Sukharev 2017).

In world practice, various indicators are used to assess the development of human capital, the most significant of which is the human development index (HDI) or the human development index (HDI). When determining the success of a country in the development of human capital, more than 50 indicators are taken into account.

The growing importance of human capital as a driving factor in economic development led to the emergence of the concept of sustainable development, in which the formation of a strategy for human capital management becomes one of the key development factors.

2. Research Questions

Scientific novelty lies in the analysis of the main indicators of the tourism industry, which take into account the capabilities of human capital as a key factor in determining competitiveness. For this purpose, the factors influencing the development of human resources and further strategies for the development of the tourist services market were identified using multiple correlation-regression analysis (Figure 1).

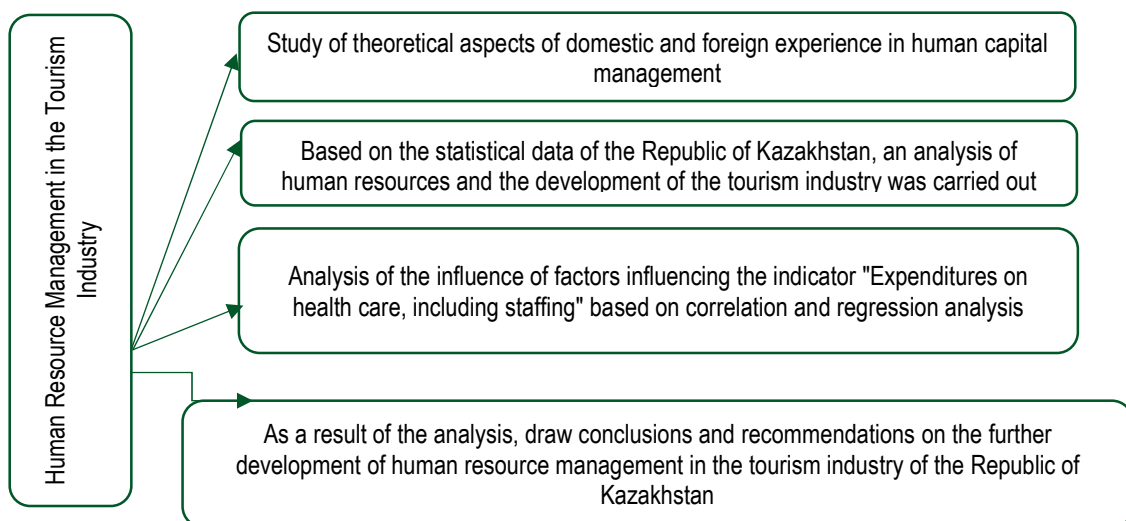
The indicators of human capital development and the development of key performance indicators should include the following indicators:

1) Growth and development is an indicator of the level of qualifications of personnel, it is necessary for the rational use of workers by the level of qualifications, which is closely interconnected with the efficiency of production. From an economic standpoint, the growth of qualifications acts as a factor in increasing labor productivity, and when the level of qualifications of workers lags behind the level of complexity of labor, the quality of products (services) deteriorates, the means of labor are used unsatisfactorily, and its productivity decreases;

2) Inclusive dimension - inflation rate that affects income and negatively affects people's living standards. This is reflected in the following:

- depreciation of savings of the population - with the rise in prices, the real value of savings decreases. Inflation reduces the real value of fixed-value paper assets such as time deposits, insurance policies, and annual premiums. The increase in the interest rate on bank deposits does not offset the fall in the fair value of savings. Liquid savings are declining and consumers are choosing to invest their savings in safer instruments such as buying real estate;
 - as lending conditions deteriorate, the interest of producers in the production of high-quality products decreases, the production of low-quality products increases, and the real incomes of consumers are further reduced;
 - the incomes of those who receive a fixed nominal income decrease. Inflation makes them poorer and redistributes the income of fixed income recipients in favor of other groups of the population;
 - deterioration of the living conditions of representatives of social groups receiving a fixed income, such as retirees, workers and students;
 - producers restrict the sale of agricultural products due to the expected rise in food prices.
- 3) The level of investment attractiveness, characterized by stability, which determines the inflow of capital not only to the region, but also to the country as a whole.

Figure 1. Research questions



Source: compiled by authors

3. Analysis

Tourism has an impact on employment and unemployment in the regions, the development of small and medium-sized enterprises. In 2019, the contribution of tourism to the world economy was 10.4% or 9.2 trillion dollars. In 2020, the sector lost almost 4.5 trillion dollars, and its contribution to global GDP declined by 49%. At the same time, the overall slowdown in the global economy amounted to 3.7%.

Prior to the pandemic, international tourism, including its direct and indirect impacts, accounted for one in four new jobs globally and 10.6% of all jobs (334 million). In 2020, tourism lost almost 62 million, or 18.5% of work places. Now their number in the industry is 272 million. The threat of losing even more jobs remains, as many of them are supported by government programs to support the industry.

In 2019, travelers spent 1.7 trillion dollars on travel, accounting for almost 7% of international exports and 27.4% of service exports. In 2020, according to the WTTC, tourist spending on travel to their countries decreased by 45%, while spending on foreign travel - by almost 70% (Figure 2).

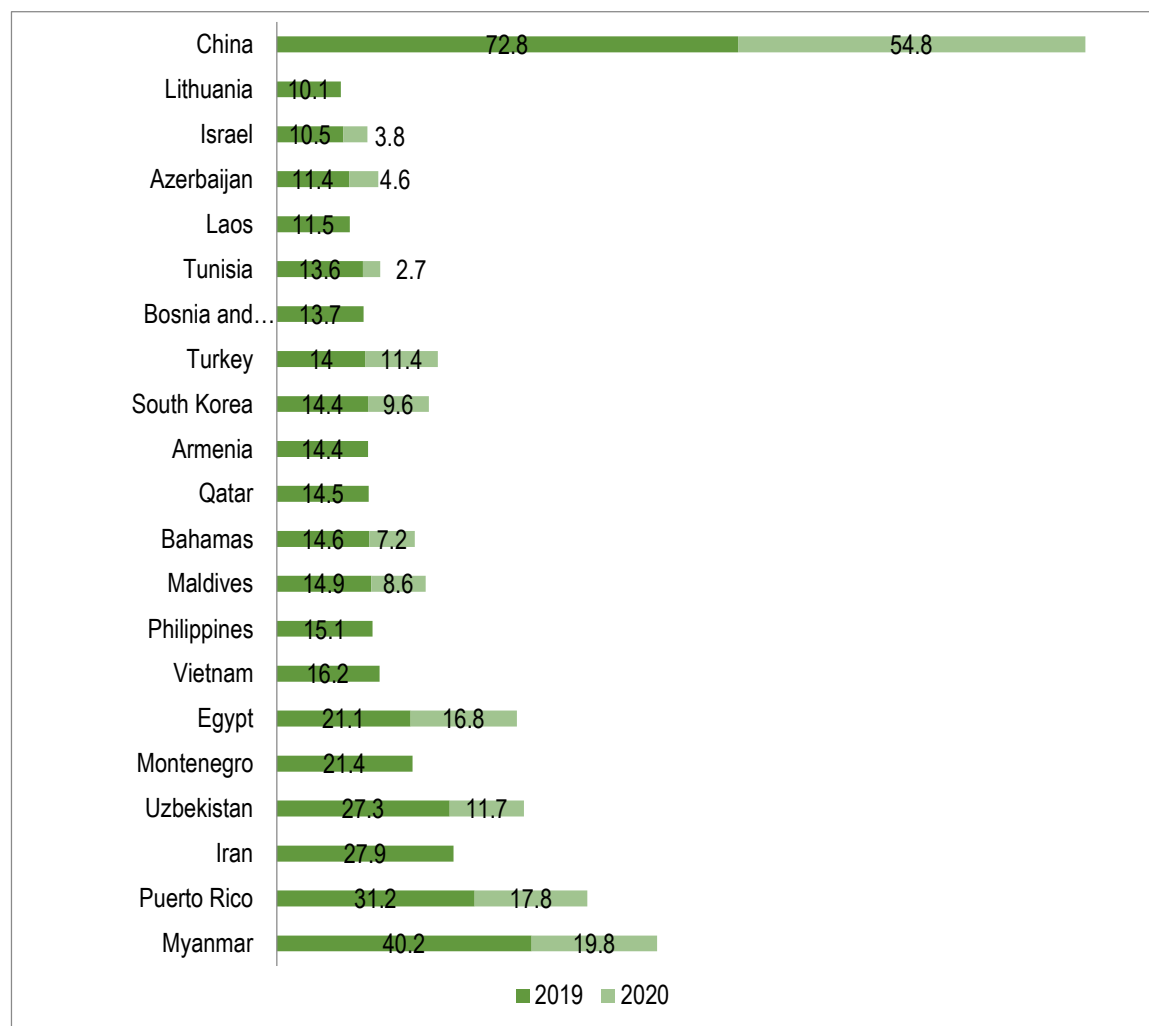
In 2019, this type of industry brought 10% of world GDP and about the same to the international labor market, while in 2020 the situation has changed in all countries.

In the pre-quarantine year 2019, in the rating of competitiveness in the field of travel and tourism, Kazakhstan took 80th place, moving up one line in comparison with earlier indicators. The index of Kazakhstan increased by 2.2 percent to 3.7. Moreover, the country managed to maintain the same position in 2020, despite all the problems associated with the coronavirus and stagnation of the economy around the world.

According to the report, a strong national brand, the country's national image, actively contributes to the development of inbound tourism and is a driver of economic cooperation with other countries.

The main goals of the national economy are stability, efficiency and fairness by ensuring the growth of the national production volume, a high level of employment and a stable pricing policy. All these indicators can be achieved through the use of macroeconomic regulation instruments such as fiscal, monetary and foreign economic policies.

Figure 2. Fastest growing tourist destinationsdirections of the world



Source: compiled by authors according to <https://www.tadviser.ru>

Tourism has become a large independent sector of the national economy, and its activities meet the specific needs of people.

The tourist potential of recreational opportunities and historical and cultural heritage makes Kazakhstan unique and offers the possibility of harmonious integration into the tourism market and the intensive development of domestic tourism. This will contribute to sustainable growth in employment and income, stimulate the development of industries related to tourism, promote the development of tourism in the national economy and increase the inflow of investment.

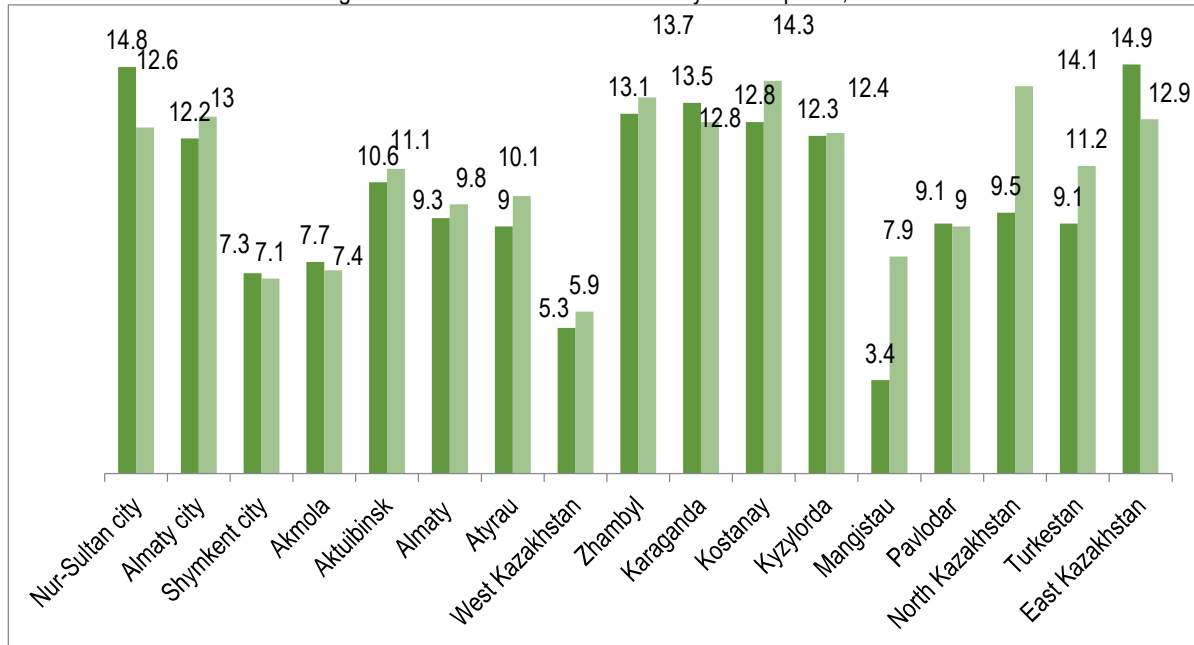
The tourist industry cannot be imagined without proper information support and qualified specialists serving various types of tourist services. The development of even the simplest tour requires a large amount of information: knowledge of the schedules and cost of travel on international and national transport, support of the professional level of hotels and other travel services.

Analyzing the tourism industry in Kazakhstan, we note that its development is undoubtedly affected by the slowdown in the global economy, the uncertainty associated with the UK's exit from the EU, as well as geopolitical tensions in a number of regions, which may lead to increased caution of both tourists and investors in tourist business. As a result, we can argue that innovations in tourism allow us to solve a number of problems related to both increasing the level of satisfaction of the cultural needs of the population and creating conditions for the

development of innovative forms of small business, and with the involvement of young people in innovative activities (Figure 3).

There is a direct link between trends in the development of the tourism industry and overall economic, technical, social and innovative (technological) advances. Therefore, hospitality enterprises need to improve the quality of their services through innovative management approaches that will facilitate interaction with other participants and stakeholders.

Figure 3. The level of innovative activity of enterprises, in %



Source: compiled by authors according to data of the Committee on Statistics of the Republic of Kazakhstan

The digitalization of the tourism sector is changing the business model of suppliers and customer expectations. The emergence of new players in accommodation (e.g. Air BnB, Home away), transportation (Blabla Car, Uber), catering (Eat With) and guide services (Tours by Locals) have revolutionized the travel sector. Smart travel destinations are comprehensively managing travel, augmented reality solutions are improving the customer experience, virtual reality is increasingly being used in meetings and conferences, cryptocurrencies are being paid for, 5G and Wi-Fi connections are becoming essential, Internet of Things (IoT) and Artificial Intelligence (AI) are already being used by many hotel chains and other travel service providers.

The Roadmap for Tourism Development until 2020 provides for project management activities in the tourism industry.

Infrastructure development management often requires a long-term approach, as given the growth in the number of visitors to some properties by 20-40% per year, the leaders of certain areas will have to make serious decisions regarding the growth and development of infrastructure in order to cope with the increasing demand. It may be necessary to involve qualified specialists to analyze the situation with water, waste, transport and tourism trends, as well as conduct marketing analysis in order to effectively coordinate the various elements of the direction.

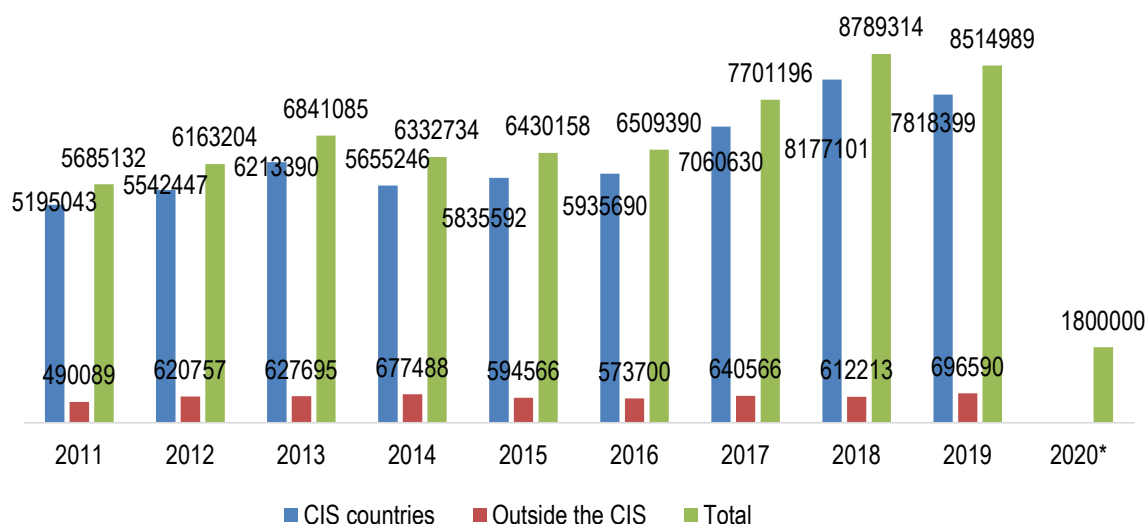
Well-trained tourism personnel and citizens who understand the benefits and responsibilities of tourism growth are indispensable elements of a destination's operations that need to be managed in accordance with the destination strategy.

Analyzing the situation in 2019, it is noteworthy to note that growth was observed both from the number of people who came to Kazakhstan for personal purposes (+ 35.9%), as well as for business and professional purposes (+ 27.5%). It should be reminded that the basis of the increase in the number of foreign visitors to the Republic of Kazakhstan was business tourism; however, in 2020, the number of visitors served in three quarters by hotels, hotels and other accommodation in Kazakhstan is almost half as much as in the previous year. At the same time, foreign tourists accounted for only 7.5% of the total number of visitors, against 15.5% in the same period a year ago.

The number of hotels, hostels, sanatoriums and other accommodation facilities themselves decreased by 3.9% over the year, to 3.5 thousand in the third quarter of 2020. Hotel occupancy fell to 16.7% due to lockdowns and other pandemic-related restrictions, up from almost 24% in 2019.

In total, according to the Statistics Committee of the Republic of Kazakhstan, for the period from 2015-2020, the entry of foreign citizens into the Republic of Kazakhstan has significantly decreased, and compared to 2020 by 6,714,989 people (Figure 4).

Figure 4. Entry of foreign citizens to Kazakhstan



Source: compiled by authors according to data of the Committee on Statistics of the Republic of Kazakhstan

If you do not take into account the factors that occurred at the beginning of 2020, and analyze the indicators for the last five years, then we can note the fact that the industry is developing at a moderate pace with a small socio-economic effect on a national scale.

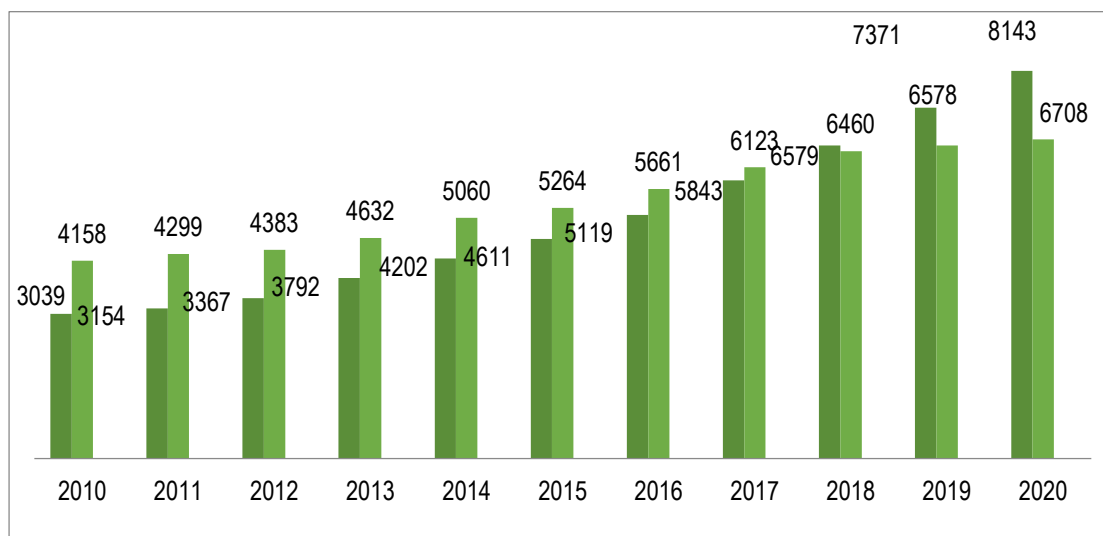
The COVID-19 pandemic has hit tourism around the world. If in the first quarter of 2020 the global indicators of inbound tourism were inferior to the data of the previous year by only 28.6%, then in the second quarter, when the most stringent quarantine restrictions were introduced all over the world, up to a complete lockdown, the global flow of foreign tourists immediately decreased by 18.4 times (and in the Republic of Kazakhstan in the same period - 16.7 times). In general, in 2020, according to the statistics of the World Tourism Organization, the global flow of foreign tourists decreased by 3.8 times.

In Kazakhstan, for three quarters of the "coronavirus" 2020 (data for the last quarter are not yet available), the number of tourists who entered the country immediately decreased by 3.6 times, to 1.8 million people, against 6.4 million people in the same period of the year previously. The number of tourists who left Kazakhstan amounted to only 2.4 million people - 3.4 times less than in 2019. Domestic tourism is also in the red - by 60.3%, to 3.1 million people.

According to the Committee of the Tourism Industry of the MKS RK, a total of 4011 tourist organizations (2019) are registered in Kazakhstan, engaged in the organization and provision of tourist services, of which 3342 are travel agents and 669 tour operators.

The number of enterprises in the field of providing accommodation and catering services, art, entertainment and recreation for 10 years has a tendency to increase (Figure 5).

Figure 5. The number of enterprises and individual enterprises in the provision of accommodation and food services, art, entertainment and recreation



Source: compiled by authors according to data of the Committee on Statistics of the Republic of Kazakhstan

Despite the pandemic, in 2020, according to the indicators under consideration, the number of enterprises as a whole in the industry amounted to 14,851 units, which are 902 units more than in 2019.

The growth of enterprises engaged in tourism indicates that financial resources are invested in this industry every year in the form of investments. To determine the indicator were taken:

1) "Investments aimed at development in the tourism industry" the following indicators were taken as a basis:

- investments aimed at accommodation and catering services;
- investments aimed at the development of arts, entertainment and recreation;

2) "Employment in the tourism industry" the following indicators were taken as a basis:

- provision of accommodation and food services;
- art, entertainment and recreation (Table 1).

Table 1. Human capital of the tourism industry

Year	Investments aimed at accommodation and catering services, million tenge	Investments aimed at the development of arts, entertainment and recreation, million tenge	Investments aimed at development in the tourism sector, million tenge	Provision of accommodation and catering services, thousand people	Arts, entertainment and recreation, thousand people	Employment in the tourism industry, thousand people
2011	32579	74 933	107512	34,5	29,7	64,2
2012	41 159	101 423	142582	37,6	33,9	71,5
2013	36 218	97 796	134014	45,6	37,3	82,9
2014	49 373	113 523	162896	52,0	46,3	98,3
2015	48 336	113 630	161966	57,9	41,1	99
2016	80 780	68 779	149559	50,1	41,4	91,5
2017	129 496	75 132	204628	57,6	41,6	99,2
2018	192 132	104 210	296342	44,9	39,1	84
2019	148 385	155 896	304281	57,3	39,8	97,1
2020	211021	207582	418603	54,0	36,1	90,1

Source: compiled by authors according to data of the Committee on Statistics of the Republic of Kazakhstan

4. Application Functionality

There is a definite relationship between the volume of services provided in the tourism industry and investment in tourism development. In order to consider the strategies for the development of the tourist services market, where the emphasis is on the development of human resources, it is necessary to identify the factors influencing it and conduct their statistical analysis. One of the methods that allows one to study the dependence of one variable on several explanatory factorial variables that influence it is multiple correlation-regression analysis (Table 2).

Table 2. Dynamics of the indicators under consideration in the Republic of Kazakhstan for the period 2010-2020

Year	The volume of tourist services provided by the places of accommodation, in thousand tenge	Hotel occupancy rate, in %	Employment of the population in the sphere of accommodation and food services, in thousand people	GRP, in million tenge	GRP per capita in thousand tenge	Number of rooms in accommodation, in units
2010	45245839,60	26,08	105,11	14135228,10	1336,50	34353,00
2011	47836934,60	30,54	122,54	18664939,50	1705,80	37368,00
2012	53486371,60	32,85	129,02	20848732,60	1847,10	37786,00
2013	59714164,20	27,35	139,02	23767993,40	2113,20	41197,00
2014	72401941,10	23,13	167,27	27040987,30	2294,80	49128,00
2015	72597228,30	22,80	174,23	27436536,70	2330,40	53126,00
2016	82853434,60	22,70	170,89	31355126,10	2639,70	60427,00
2017	108359760,40	25,00	191,95	35142065,20	3014,70	65791,00
2018	103948256,90	23,20	187,70	39767105,70	3382,50	71858,00
2019	120527162,10	23,70	196,92	44297912,10	3755,70	75913,00
2020	66860328,5	17,3	187,60*	70714083,60	3770,5	77131,00

Source: compiled by authors according to data of the Committee on Statistics of the Republic of Kazakhstan

As a result of the calculations, we obtain a correlation matrix of indicators (Table 3).

Table 3. Correlation matrix for indicators for the Republic of Kazakhstan

Indicator	the volume of tourist services provided by the places of accommodation	hotel occupancy	employment of the population in the sphere of accommodation and food services	GRP	GRP per capita	number of rooms in accommodation
the volume of tourist services provided by the places of accommodation	1,000	-0,613	0,939	0,978	0,979	0,982
hotel occupancy	-0,613	1,000	-0,700	-0,601	-0,580	-0,675
employment of the population in the sphere of accommodation and food services	0,939	-0,700	1,000	0,944	0,932	0,945
GRP	0,978	-0,601	0,944	1,000	0,999	0,983
GRP per capita	0,979	-0,580	0,932	0,999	1,000	0,980
number of rooms in accommodation	0,982	-0,675	0,945	0,983	0,980	1,000

Source: compiled by authors

Using correlation-regression analysis, we selected factors that have a close statistically significant relationship with the dependent variables. The data fit results are shown below (Table 4).

Table 4. Estimation of the equation of the volume of tourist services rendered by the places of accommodation for the Republic of Kazakhstan

R	0,985
R^2	0,971
Adjusted R^2	0,963
Observed value of Fisher's criterion	116,766
Fisher's criterion critical value	4,737 ($\alpha = 0,05$, $k_1 = 2$, $k_2 = 7$)
Variables	
The volume of tourist services rendered by the places of accommodation (thousand tenge) - dependent variable	
Constant	-11837979,408*
Regression coefficients	
GRP per capita (thousand tenge)	14569,631*
number of rooms in accommodation (units)	1004,949*
* $p < 0,1$; ** $p < 0,05$; *** $p < 0,01$	

Source: compiled by authors

Description and justification of the research methods used. Normally, the methods will be selected from known and proven examples. In special cases the development of method may be a key part of the research, but then this will have been described. The multiple correlation coefficient indicates a close relationship between the resulting trait and two factorial traits at the same time, and the adjusted determination coefficient indicates that 96.3% of the variation in the dependent variable is explained by the resulting regression.

Since the critical value of the Fisher criterion is greater than the observed one, the resulting regression equation with a probability of 95% is statistically significant and reliable. Also significant are the regression coefficients and the constant at the corresponding significance levels.

Analysis of the obtained parameters of the multiple linear regression equation allows us to draw the following conclusions:

1) with an increase in GRP per capita by 1 thousand tenge, the volume of tourist services rendered by accommodation places increases by 14569.613 thousand tenge, which indicates an increase in the number of involved human resources;

2) with an increase in the number of rooms in accommodation places by 1 unit, the volume of tourist services provided by accommodation places increases by 1004.949 thousand tenge, which also indicates an increase in the number of human resources involved.

Summarizing the results of the study, we can state the following:

- the process of preparing the market for tourism services for competition in the international market involves considering a number of important issues and activities, from building an image, attractiveness and market accessibility to creating high-quality tourism products and services;

- the presence of interest in the development of this sector on the part of domestic participants in the process, since tourism is a resource-intensive sector of the economy with a high volume of initial investment costs and a relatively long period of return on investment.

The level of efficiency in the implementation of management decisions taken aimed at the development of the tourism industry depends on the degree of development of the hotel industry, infrastructure and services in a particular region of the country.

Thus, a prerequisite for the sustainable development of the industry is an active policy of developing tourism infrastructure, attracting private investors, developing a regulatory framework and ensuring favorable economic conditions for work, which will allow the tourism industry to play an important role in the socio-economic development of the country. Sector of the national economy, ensures sustainable growth of national income and employment, has a stimulating effect on a number of relevant sectors, and significantly increases the inflow of foreign capital and investment in the state and the national economy.

In the conditions of accelerating technological innovations, intensifying competition, globalization of the economy, it is the knowledge, qualifications, creative and entrepreneurial abilities of workers that are considered as the main resource for the development of the economy and growth of labor productivity, increasing the efficiency of the organization.

The results of the study confirm the fact that it is necessary to develop further measures to develop human resources and attract investment in the tourism industry:

- creation of competitive health resort and tourism services;
- development and implementation of environmental protection measures;
- fully developed legal and regulatory framework for investments and entrepreneurship;
- investments for servicing and providing transport, infrastructure development, since the more investments will be poured into fixed assets, the more intensively tourism will develop and the volume of tourism services provided will increase.

Conclusion

The transformations currently taking place in various aspects, the sphere of tourist services lead to an increase in the importance of tourism in the development of the national economy, which is due to a change in the mechanism of functioning of the tourism industry, a complex impact on the economy of other industries.

Focusing on the development of human resources and the development strategy of the tourist services market, authors identified the factors influencing their development and carried out a statistical analysis based on multiple correlation-regression analysis. As a result, a close statistically significant relationship with the considered indicators was revealed, which made it possible to draw the following conclusions:

1) with an increase in GRP per capita by 1 thousand tenge, the volume of tourist services rendered by accommodation places increases by 14569.613 thousand tenge, which indicates an increase in the number of involved human resources;

2) with an increase in the number of rooms in accommodation places by 1 unit, the volume of tourist services provided by accommodation places increases by 1004.949 thousand tenge, which also indicates an increase in the number of human resources involved.

Thus, it is necessary to carry out active work on the formation of the image and attractiveness of the local tourist environment, in this connection, it is necessary to take into account the possibilities of human capital as a key factor in determining competitiveness, where the level of efficiency in the implementation of managerial decisions aimed at the development of the tourism industry depends on the degree of development of the hotel industry, infrastructure and services.

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